

USE Victory Bread—save wheat. That's an important obligation with you now.

When you have it toasted—just right, and buttered hot, you'll find that this "substitute" bread has a lot more flavor.

Toasting brings out flavor—every time. It makes tobacco delicious. Try Lucky Strike Cigarette-it's toasted.

LUCKY STRIKE CIGARETTE



SAVE the TIN-FOIL from Lucky Strike Cigarettes and give it to the Red Cross

Guaranteed by The American Tobacco



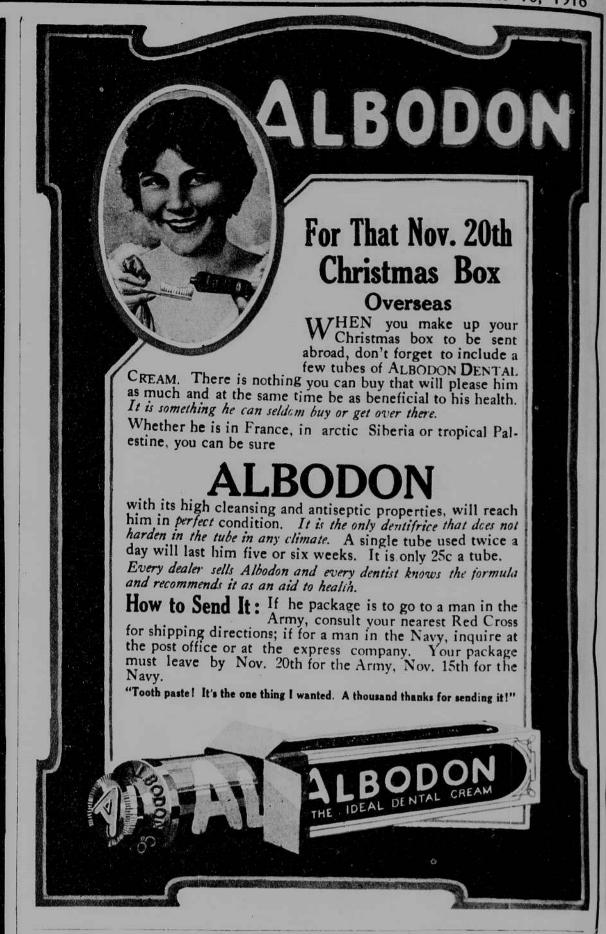


H. R. MALLINSON & COMPANY, Inc.

"The New Silks First"

Madison Avenue-31st Street, New York

Gown of Pussy Willow Satin, and cape lined with Printed Pussy Willow Silk.





Buy and Try CLAROLA

"The Oil Supreme" -Use it in All Cooking Instead of Butter, Lard or Oils. —Use It in Salad

Dressings Instead of High Priced Oils.

The surprising thing is that the exceptional value of Peanut Oil for cooking was not discovered before. No other oil possesses such high food value or is as easily digested as CLAROLA - made from the choicest Peanuts-satisfactory and economical for use in cooking where fats, oils, etc., are required.

"The Oil Supreme"

CLAROLA is so rich in Protein—the muscle building food—that a tablespoonful is equal in food value to a glass of rich milk.

Try it in baking—Pies. Cakes, Biscuits—in the new war time recipes, barley, buckwheat, rye or rice flours, in frying and in all salad dressings. Its flavor will surprise and delight you. Don't ask for Peanut Oil-ask for CLAROLA. Used in leading Clubs, Hotels, Restaurants, Dining Cars, etc.

Quart Tins, 90c. Gallon Tins, \$3.35. Book of Recipes Free-Write for it.

Can be purchased from all first class dealers. ACKER, MERRALL & CONDIT COMPANY 135 West 42d Street New York

There will be the usual home gathering at the Belleclaire during this month. The folks that have been living in the country since last Spring are now seeking the cosy corners in the Belleclaire, and getting settled for the winter months. Home-coming, however, is almost a daily event so far as the Belleclaire is concerned. Somehow our guests feel as we do, that when we meet, even if it is not oftener than once a week

HOTE BELLECLAIRE

There is a certain security and confidence when we get together. It is this that makes everybody very comfortable and happy.

or month, it is a home greeting.

We like to see the old friends

and they like to see us. It is a

mutual pleasure and satisfac-

tion.

Whenever you feel like it. drop in on this contented family party and share with us the good cooking and all of the other home comforts.

> Robert D. Blackman, Proprietor.



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